2006 Smart Growth Conference Worcester 2006

Strategies for Downtown Revitalization

Business Improvement Districts

There are over 1000 BIDs across the United States and Canada



What is a Business Improvement District?

◆A special assessment district which provides supplemental services – *Which are above and beyond those provided by government.*

Typical Services provided by BIDs

- ☑ Business retention and recruitment
- ☑ Events and marketing
- ☑ Maintenance
- ☑ Safety and security
- ☑ Capital improvements
- The improvements are funded by an assessment levied on the property within the district and are directed solely within the district.

Why create a BID?

- Provides a predictable revenue stream
- Provides a management entity
- **⇒** Speaks with one voice
- → Provides leadership for the district
- Measures accomplishments
- Takes control of the future of district

Business Improvement Districts Massachusetts Legislation

MGL 40 O

How are BIDs funded?

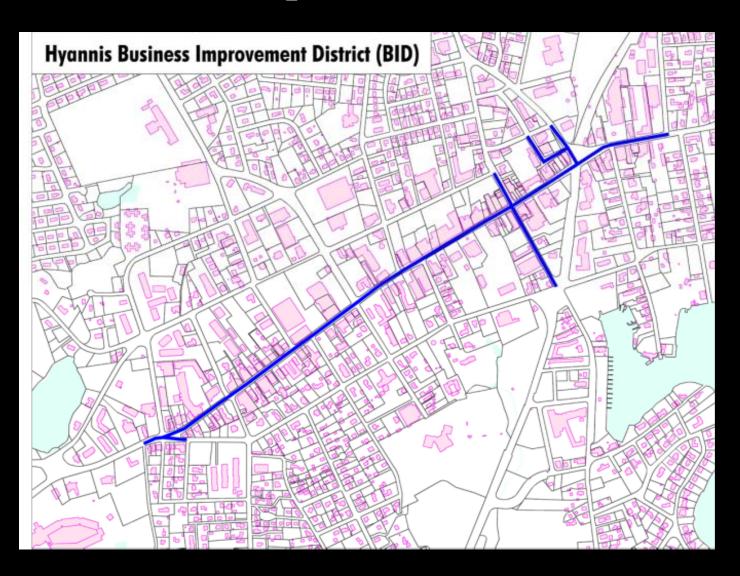
- All participating property owners located within the proposed BID are assessed a fee that is collected and disbursed by the municipality's collector/treasurer.
- → The total fees assessed annually do not exceed one-half of one percent (.005) of the assessed valuation of the property.
- → All funds go directly back into the district

Example

⇒Based on .05% -- \$50,000,000 in assessed value generates \$250,000 in revenue.

⇒ Based on .05% -- a property with an assessed value of \$300,000 would be assessed \$1500 per year.

Hyannis Main Street Business Improvement District!



Cape Cod's Downtown Main Street, Hyannis

Representing

- → 90 property owners at an assessed value of \$77.7 million
- **⇒** 200 merchants and businesses



Our Focus

- Business development
- Capital improvements
- Government relations
- Maintenance and beautification
- Partnerships
- Safety and security

The numbers for this year.

© 23 new businesses

© 16 redevelopment, rehab, new development projects for a total investment of \$28.6 million



Business Development

The New Bank of Cape Cod

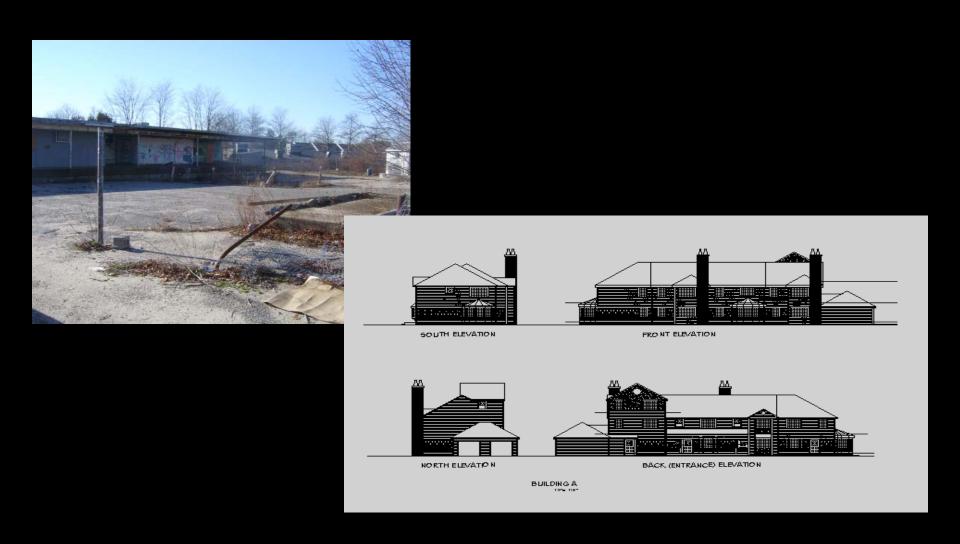
Nine of those businesses now occupy previously vacant space.



Once an abandoned gas station -now a very snazzy clothing boutique -- Shaunna Clothier



Harry's and the future townhouses at 350 Stevens Street One of the first Regulatory Agreements created through the Town of Barnstable's new Growth Incentive Zone.



Capital Improvements

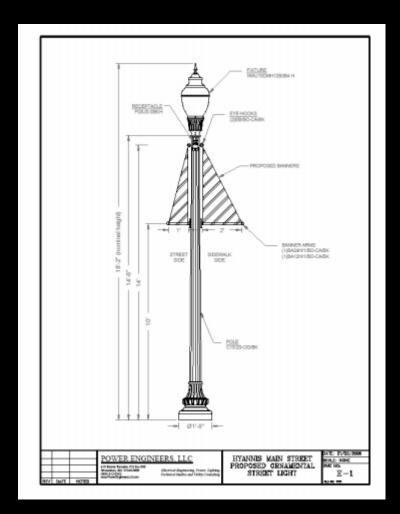








- \$4 million streetscape construction project funded by the Department of Transportation and the Town of Barnstable
- ☑ \$1 million Walkway to Sea funded by DHCD
- ☑ Alleyways funded by the BID, County, Town



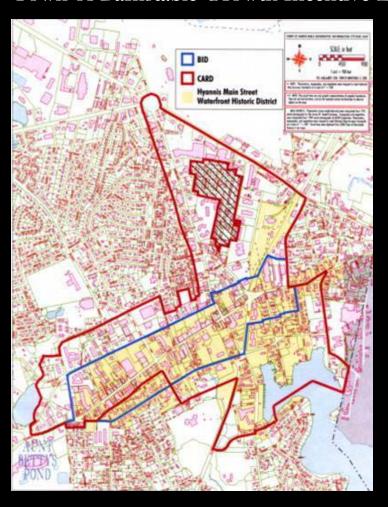
And the new street lights to bring the finishing touches to our beautiful new streetscape...

funded with a grant from the Department of Transportation through the work of Congressman Delahunt and funded in part by the Hyannis Main Street BID.

Government Relations

- → We work with just about every department in the Town of Barnstable and attend many meetings and public hearings and Town Council meetings.
- → We advocate for our merchants and property owners every day.
 - **☑** Board of Health
 - ☑ Growth Management Department
 - ✓ Hyannis Water Board
 - ☑ Historic Commission
 - ☑ Licensing Board
 - ☑ Planning Board
 - ☑ Site Plan Review

Town of Barnstable Growth Incentive Zone



Outdoor Dining





Maintenance and Beautification





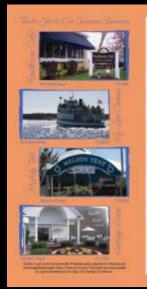


We maintain more than 100 planters along Main Street.



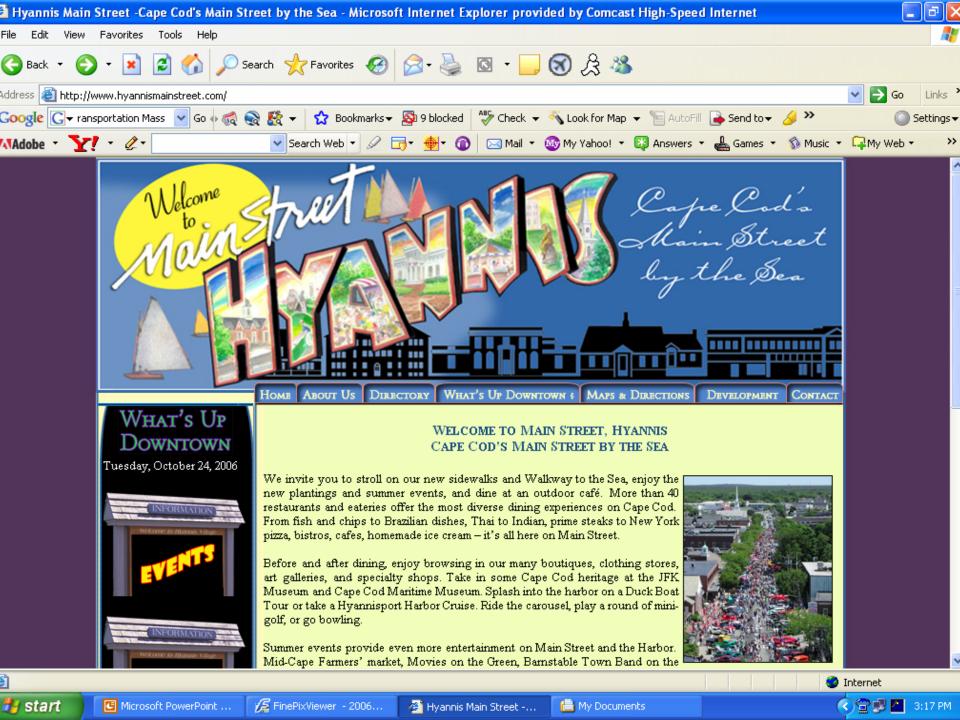
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Events

Citizens Bank Movies on the Green



Mid-Cape Farmers Market



TD Banknorth Music Stroll



Artscape



Partnerships









- ☑ The Town of Barnstable
- ☑ Barnstable Police Department
- ☑ Hyannis Fire Department
- ✓ Barnstable County
- ☑ Barnstable County Sheriff's Office
- ☑ Hyannis Chamber of Commerce
- ☑ Hyannis Civic Association
- ☑ Community Action Committee
- ☑ Cape Cod Chamber of Commerce
- ✓ Arts Foundation of Cape Cod
- ☑ TD Banknorth
- ✓ Citizens Bank
- ☑ Rockland Trust
- **☑** 90 Property Owners
- **☑** 200 Merchants
 - ✓ Hyannis Residents

Safety and Security



The BID raised \$10,000 this year to provide additional policing.

Why is a BID a Tool for Smart Growth?

They are management entities that are self-sustaining.











Reference and Technical Assistance

Business Improvement Districts

Lawrence Houstoun, Jr.

Urban Land Institute

Downtown Initiative

DHCD

Emmy Hahn, Director

617.573.1364